



Promoting Outdoor Recreation in Michigan

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Michigan Department of Natural Resources

[1]

Fishing

- \$2.4 billion spent by 1.1 million anglers
- 38,000 direct jobs
- \$4 billion boating industry
- 1,300 boat launches



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[2]

Hunting, Shooting and Wildlife

- 650,000 hunters
- Hunting generates \$2.3 billion, including 34,500 direct jobs annually
- \$1.2 billion spent by wildlife watchers
- 800,000 target shooters



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[3]

State Parks, Trails and Museums

- Part of \$23 billion tourism industry
- 103 state parks, with more than 25 million visitors
- 138 state forest campgrounds
- 1.3 million state museum visitors
- More than 12,000 miles of trails



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[4]

DNR Partners

HUNTING FISHING MICHIGAN NEWS

The Michigan Mission: A Sportsman's Quest for 5 Species in 72 Hours

by Charles Puckett | November 17th, 2014

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In 1492, an ambitious emissary of the Spanish Crown set sail across the Atlantic on a ship described as a "bull-hunt," specifically for the fishes and fowls of



Free Junior Hunting License

Free Junior Hunting License. Available in the Sporting Goods...

Offer valid 09/12/2014 - 09/13/2014 only



More Info



No Thanks



Your fishing adventure begins here



MI Big Green Gym is a partnership of

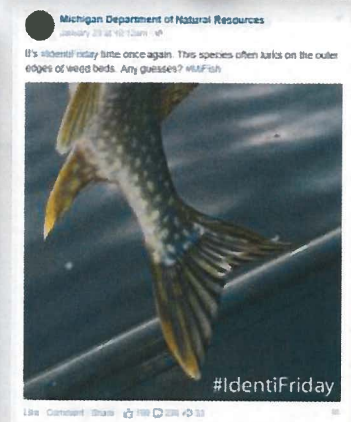


Pure Michigan Fishing



DNR Communications

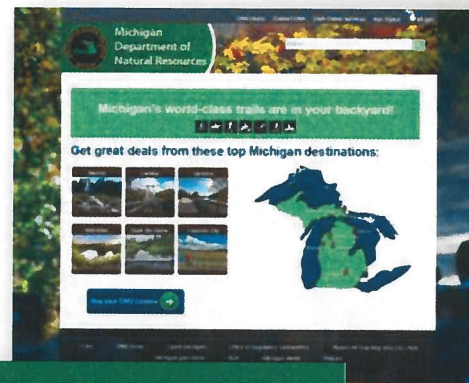
- 1.2 million email subscribers
- Over 25 million web hits
- 275,000 social media followers
- 1.4 million video views



[7]

DNR/CVB Promotion Co-op

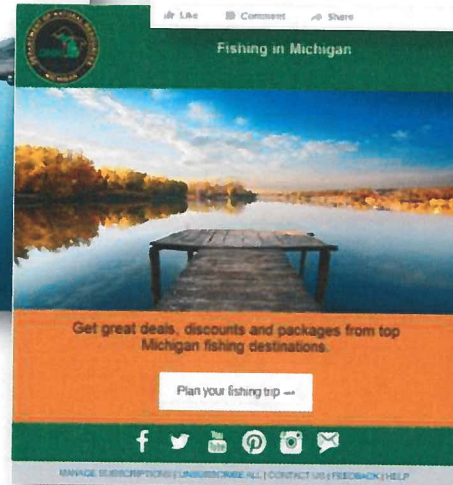
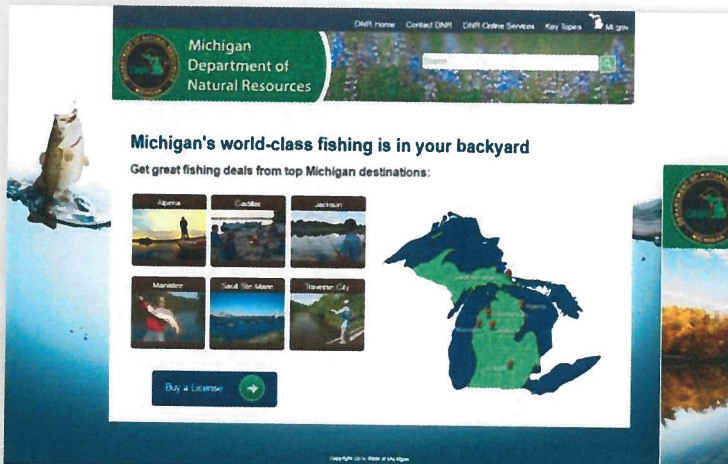
- Michigan.gov/fishingdeals
- Michigan.gov/traildeals
- Email
- Facebook
- Postcard



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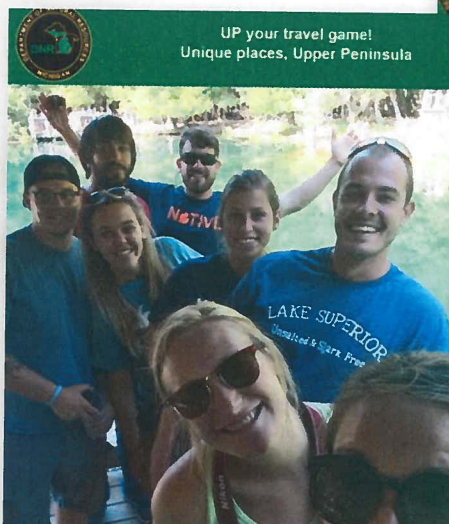
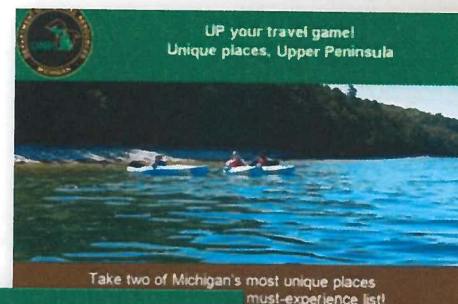
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Destination Marketing

- **Palms Book**
- **Fort Wilkins**
- **Waterloo**



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Kitch-iti-Kipi—Palms Book State Park



Palms Book (Kitch-iti-Kipi) State Park



[11]

Thank You

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